



2010 mammalaw

Media Kit



media
group

mamalaw

Executive Summary

Mamalaw Media Group (MMG) was founded by three professional women, mothers and lawyers of color - Nadia Jones, Nyasha Smith, and Stacey Ferguson - as an outgrowth of their successful lifestyle parenting blog, Mamalaw.com. The mission of MMG is to raise the profile of women of color online. To this end, the company has launched a series of endeavors. The parent company of three ventures - Blogalicious Weekend Conferences, The b-Link Marketing Network and Mamalaw - MMG achieves its mission through community building, on and offline; providing tools and training to facilitate entrepreneurial and technical skills growth within the social media space; raising awareness within the marketing space of the powerful "multi-influential" demographic; and serving as the face of women of color online.

MMG's 4-Pronged Approach:

- **Community Building** is accomplished offline through the Blogalicious Weekend Conferences, the one and only social media conference devoted to uniting women of color, as well as through the Blogalicious Meetups, local city tours featuring workshops and networking opportunities. Online community building occurs via My Blogalicious, the soon-to-launched virtual community of contributing editors serving as a lifestyle destination for news, entertainment resources and op-ed content for women of color online.
- **Tools and Training** are provided through monthly webinars coined Blogalicious Bytes: Lessons in Social Media, as well as during the sessions at the Blogalicious Weekend Conferences.
- **Raising Awareness within the Marketing Space** is the focus of The b-Link Marketing Network which is committed to fostering engaging conversation between marketers and influential women of color consumers. The mission of The b-Link Marketing Network is to support brands in diversifying their campaigns. To do this, MMG has developed a database of trusted and respected women of color eager to engage in meaningful conversations with brands.
- **Serving as the Face of Women of Color Online** happens by way of the partners' web TV show, "The Verdict," which features discussions of news, entertainment, parenting and other lifestyle related topics with viewer interaction and a social media twist. The partners are also in the process of filming a talk show pilot for cable TV, along the same lines.

about:mamalaw

MamaLaw Media Group (MMG)

was founded in 2009 by Nadia Jones, Nyasha Smith, and Stacey Ferguson as an outgrowth of their successful lifestyle parenting blog, Mamalaw.com. Today, MMG is the parent company of three ventures largely devoted to raising the profile of women of color online:

Blogalicious™ Weekend

conferences, are aimed at celebrating the diversity of women of all ethnicities in social media. The Blogalicious conference has exploded into other projects, including monthly webinars called **Blogalicious Bytes: Lessons in Social Media** and **My Blogalicious**, a virtual community of contributing editors serving as a destination for news, entertainment resources and op-ed content for women of color online;

Mamalaw.com™

is an award-winning lifestyle parenting blog focusing on work-life balance, homemaking ideas, and pop culture, and;

The b-Link™ Marketing Network

is committed to fostering engaging conversation between marketers and influential women of color consumers.

MMG is a General Partnership formed in the State of Florida. The partnership has filed for trademark protection for its three commercial marks.

the blog: mamalaw



mamalaw the blog

Launched in 2006, is a group blog about three moms and wives who just happen to be lawyers too. With seven children, three marriages, and three full-time professional careers between them, there is no shortage of funny stories, touching moments, or reasons to rant. Occasionally, the Mamas even provide a kernel of parenting wisdom. One of their most notable a blog achievements has been the creation of the **Mamalaw Manifesto**: a compilation of down-to-earth, practical and meaningful “rules” to help women navigate through the rollercoaster journey of motherhood.

While having a lot of fun with Mamalaw over the years, the Mamas have received many awards and have been repeatedly featured by many respected sites as a top lifestyle parenting a blog, including by the Miami Herald’s **The Work/Life Balancing Act a blog**, the American Bar Association Journal’s **Blawg Directory**, and as SouthernLiving.com’s **Southern Mama blog of the Week**.

The Mamas also serve as contributing editors to other widely read sites on the Web, including the DC Metro Moms A blog, a division of the hugely popular Silicon Valley Moms A blog Group.

about: **mamalaw**(LIVE!)

mamalawLIVE!

Recognizing the void in the television industry of live talk format entertainment featuring professional, well-rounded, and social-media conscious mothers, the women of MMG have decided to develop the concept of **mamalawLIVE!** A television show aimed at entertaining today's woman with fresh, relevant, and empowering content as she navigates life.

The goal is for **mamalawLIVE!** to air nationally as a daily morning talk show in all major markets.

about: BLOGALICIOUS



The first annual **Blogalicious Weekend** was held in Atlanta, Georgia, October 9-11, 2009 at the swanky W Atlanta - Midtown. The attendees were published authors, influential bloggers, blue chip marketers, and most importantly, a diversity of social media enthusiasts. Blogalicious 2009 far exceeded expectations by hosting 177 attendees; including a handful of men!

This three-day groundbreaking conference was a life-changing experience for many women who came to connect with other bloggers whose work they might have read but whom they had never met. Conference sponsors included household names such as **General Motors; Kimberly-Clark, makers of the Huggies brand; Mattel; General Mills; and American Airlines.**



Another outgrowth of the Blogalicious Weekend conferences is the launch of **MyBlogalicious.com**. The goal of this virtual Blogalicious community of contributing editors is to become a destination for news, entertainment resources and op-ed content for women of color online.

Blogalicious Weekend 2010 will be held in Miami, Florida October 8-10 at the luxurious Ritz Carlton South Beach. The conference is expected to be another sold out event. Like last year's conference, the goal is to host another intimate weekend so that bloggers can develop meaningful relationships all while relaxing and absorbing quality information in a friendly atmosphere.

As a build up to the 2010 conference and an output of last year's success, MMG is hosting an array of year-round activities, including **Blogalicious Meetups** in DC and Northern California; **Blogalicious Bytes: Lessons in Social Media** webinars; as well as an **Official BlogHer 2010 Party**.

about: **b-LINK** marketing network

b-Link

The **b-Link Marketing Network** was created to bridge the gap between women social influencers of color and the brands that want to reach them.

Marketers have expressed the challenges they face in finding women of color online, and bloggers have shared their frustration with being left out of mainstream discussions about consumer products and services. The **b-Link Marketing Network** offers an efficient and effective tool to meet both needs. Call it a virtual PR matchmaker.

The mission of the **b-Link Marketing Network** is to support brands in diversifying their campaigns. To do this, MMG has developed a database of trusted and respected women of color eager to engage in meaningful conversations with brands. Through connections with **b-Link** members, brands will receive candid and constructive feedback and insight from social media influencers.

about: the mamas

Stacey Ferguson (aka Justice Fergie)



Stacey is a full-time working mother of three spunky children, ages 5, 4, and 20 months. She dreamed up the idea for MamaLaw after she was inspired by another group "mommy blog" back in 2006, and has been seriously smitten with everything "social media" ever since. A self-professed overachiever, Stacey is constantly on the go, whether it be in her role as a practicing attorney, as a wife to her loving hubby of 6 years, as partner of Mamalaw Media Group, or as supermom. Two of her most favorite things to do (when painfully separated from her laptop) are to hit the beach and to try out new recipes, both no doubt a result of her Caribbean background.

On Twitter: @JusticeFergie

Nadia Jones (aka Justice Jonesie)



For Nadia, balancing a cup of coffee, her three year-old son on one hip, and her eight year old's activity calendar is much easier than helping her five year-old daughter pick out something to wear. There is never a dull moment to share on MamaLaw as this Mama wears many shoes; she is an attorney, professor, wife, and partner of Mamalaw Media Group. Nadia enjoys traveling, dining out, and cooking meals from her Mexican and Haitian origins. When she is not working or chasing after her children, you may find Nadia and her hubby of nine years at the local hot spot enjoying her favorite 'tini.

On Twitter: @JusticeJonesie

Nyasha Smith (aka Justice Ny)



Nyasha is a thirty-something year old attorney-mother-wife-personal assistant-household manager and balancer, born in Trinidad, West Indies. She has been married for 6.5 years and has a precocious four-year old daughter. She is addicted to her Blackberry, and is learning how to balance work, family, friends and the blogosphere.

On Twitter: @JusticeNy

more about: the mamas

About the Personalities

Blogging since 2006, the Mamas have become recognized both on and offline as engaging and unique personalities in the social media space. Some of their collective and individual media credits include:

- National spokesbloggers for the **American Heart Association's Go Red for Women Better U** campaign, which launched on June 1, 2009.
- Hosts of a monthly, live web TV show, called "The Verdict" on **MomTV.com**.
- Profiled in a feature story, scheduled for release in the May 2010 issue of **Southern Living Magazine**.
- Interviewed on BlogTalkRadio at BlogHer '09 by **PepsiCo**.
- Interviewed on-air during The Daily Drum segment on **WHUR-Washington, DC** in October 2009.
- Featured in a "social media players to watch" feature article on **Mashable** in February 2010.
- Panelist at the **Altitude Design Summit** (January 2010) and scheduled to be panelists at **BlogHer '10** (August 2010).
- Expert on the Haiti earthquake tragedy during a live, on-air interview for an **NBC affiliate** in January 2010.
- Featured in the February 2010 issue of **Family Circle Magazine**.
- Panelist for the **Fem 2.0** series on work-life balance in the African-American community in February 2010.

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